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LRB098 21673 MST 60722 r

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SENATE RESOLUTION

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WHEREAS, The members of the Illinois Senate are saddened to learn of the death of Matthew J. Brennock of Oak Park, who passed away on May 21, 2014; and

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WHEREAS, Matt Brennock was the managing partner and executive creative director of Momentum Worldwide in Chicago; he spent 25 years in the Chicago advertising industry, starting at DDB Worldwide; in 6 years he rose to vice-president and creative director; he then spent 2 years at J. Walter Thompson as senior vice-president and global creative director; in 1998, he joined Michael Oberman as a partner at Fusion Idea Lab; after 11 years at Fusion Idea Lab, he moved to New York to work for Digitas as senior vice-president/creative strategist and new business strategist; after a year as senior vice-president/content architect and business development at IPG Media brands, he returned to Chicago as managing partner of the Chicago office of Inter Public's Momentum Worldwide network; over the years, he worked with such diverse clients as Anheuser-Busch, McDonald's, Kraft, Expedia, Orbitz, New Line Cinema, and Target; and

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WHEREAS, Matt Brennock was the father of Ashlan and Peyton Brennock; the son of Geraldine (nee Hanley) and the late Raymond Brennock; the brother of Bridget (Larry) Roth, Therese,

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1 Monica (John) Fischer, and Megan (Tom) Hutchison; the uncle of
2 Kevin, Alex, and Laura Fischer and Jack, Hugh, and Maggie
3 Hutchison; and the former husband of Sally Brennock; therefore,
4 be it

5 RESOLVED, BY THE SENATE OF THE NINETY-EIGHTH GENERAL
6 ASSEMBLY OF THE STATE OF ILLINOIS, that we mourn the passing of
7 Matthew J. Brennock, and extend our sincere condolences to his
8 family, friends, and all who knew and loved him; and be it
9 further

10 RESOLVED, That a suitable copy of this resolution be
11 presented to the family of Matthew J. Brennock as an expression
12 of our deepest sympathy.